

HOSSAM ELBANNA, IPMA

CHIEF PROJECTS (DELIVERY) OFFICER SENIOR MANAGEMENT PROFESSIONAL

Development Management / Design Management / Contract Management / Construction Management / Projects Delivery / Assets management & Operations / Risk Assessment



KEY EXPERIENCE

Project Management

- A seasoned executive with experience in Development, Construction and Project Management of large mixed-use development, shopping malls, 5-stars hotels, Palaces, resorts, Hospitals and high-rise commercial towers.
- Be responsible for the program deliverables by developing, executing, monitoring and controlling the Program development to be on time, cost and specs with P&L responsibility.
- A self-assured senior executive responsible for monitoring and reporting program's performance and support initiatives of the company in order to develop mitigation actions against factors which might affect company performance and targets.
- Assist in preparing business plans for projects, ensuring accuracy and consistency of construction & delivery schedules.
- Validate feasibility study, work closely with top Management and across lines of business to identify, plan and execute strategic company initiatives.
- Work with the top management to implement strategic priorities for the company projects in terms of commercial management, project management, finance management as well as managing necessary stakeholders. Plan and provide oversight for capital improvements to existing and future real estate developments.
- Work closely with Development team, Engineering, Projects and Property Management.
- Organize, resource, lead and monitor construction of all projects to ensure that the projects are delivered within agreed time, cost, specification and quality.
- Focus on strategy based upon thorough knowledge of development process and necessary adaption to changing business environments.
- Establish budgets for the department in collaboration with Finance and monitor actual expenditure against the planned expenditure on an ongoing basis.
- Keeps management abreast of projects milestones and timelines by providing regular and special reports as required by Management.
- Manage the facilities management and leasing teams across the portfolio.
- Ensure smooth commercial operations across all assets.
- Development department so that all relevant procedural/legislative requirements are fulfilled while delivering a quality, cost-effective service.
- Establishing in house monitoring and tracking procedures for design and construction changes.
- Leading the development of key performance indicators "KPI" to measure the overall Performance against the project goals. Participate in developing yearly plans and budgets.

Development Management

- Overall management of real estate development lifecycle from feasibility, planning, design management, value engineering, cost management, procurement, construction management and handing over.

- This involves all phases of real estate development including site visits/ analysis, predevelopment, proposing/ securing funding for projects, finance, work with/ review feasibilities, P & L statements.
- Ensure smooth transition from concept design into detailed design, by running “hand-over” meetings with Project delivery.
- proactiveness in identifying & managing end to end successful real estate developments
- Liaise with project delivery team to ensure changes to the master plan and concept design during the detailed design phase.
- Oversight of development works including the development’s profit and loss.
- Develop and lead the Business Plan for developments and ensure to reflect input from project delivery and market insights.
- Lead decisions on trade-offs between project delivery and pre-agreed / approved project plans from a specification, cost, time, phasing and planning perspective.
- Communicate targets to the delivery and procurement teams.
- Leading the development of key performance indicators “KPI” to measure the overall Performance against the project goals. Participate in developing yearly plans and budgets.

Master Planning & Concept Design

- Develop project concept designs and master plans.
- Development of detailed project master plans to meet company strategy including laying down guidelines for master plan development, preparation of feasibility studies, proposal of overall concept designs, development of briefs for master planning that meet market and the regulatory environment.
- Review preliminary pricing ranges and financing structures.
- Facilitation and coordination with stakeholders for data /expertise gathering.
- Manage and selection of external partners including consultants to expedite the projects.
- Perform environmental impact assessment of proposed projects and ensure regulatory compliance.
- Manage and communicate any changes to Master Plan post-approval to the divisions of Design, Sales, Development and Project Delivery.
- Review and approve any critical changes to the master plan and concept design proposed by project delivery during the detailed design phase
- Ensure smooth transition from concept design into detailed design, by chairing “hand-over” meetings with Project Delivery.
- Codify the master planning process that identifies milestones, dependencies and key stakeholders
- Institutionalize best practices from previous projects and from the industry

Investment Analysis & Business Development

- Possess investment management and analytical capabilities and have strong knowledge in end-to- end due diligence and feasibility study processes.
- Lead and coordinate Market Intelligence Research.
- Assist in preparing business plans for projects, ensuring accuracy and consistency of construction & delivery schedules.
- Validate feasibility study, work closely with top Management and across lines of business to identify, plan and execute strategic company initiatives.
- Design the feasibility study templates and tools including understanding drivers of value for real estate segments and determining criteria needed by Business Development to assess attractiveness of opportunity in each segment
- Focus on strategy based upon thorough knowledge of development process and necessary adaption to changing business environments.
- Establish budgets for the department in collaboration with Finance and monitor actual expenditure against the planned expenditure on an ongoing basis.

- Gather market analysis data from the development management and sales and marketing divisions.
- Development of the financial model/project finance of feasibility studies including running multiple scenarios and developing upside and downside guiderails. Analysis of key assumptions and ensure zero-defect financial model development.
- Define department budget and guarantee compliance

Marketing & Sales

- ✚ Developing Sales plan / leasing strategies / assumptions
 - Tranches
 - Units' nos / % inventory
 - Dates (Q1, Q2, Q3.....)
 - Payment terms
 - Sales rate, AED/SQFT
 - Absorption rates
 - Sales Period
- ✚ Media plan

Asset Management

- ✚ Responsible for coordination between multiple stakeholders, clients, tenants, authorities
- ✚ Manage OPEX & CAPEX budget and expenses
- ✚ Developing the property and asset management
- ✚ Manage the facilities management and leasing teams across the portfolio. Ensure smooth commercial operations across all assets

EDUCATION

1986 – Bachelor of Civil Engineering

MEMBERSHIP

Since 2004: Member – International Project Management Association “IPMA”

PERSONAL DETAILS

Language: English / Arabic
 Contact: 00971-50-238-5174
 Email: hossamelbanna@gmail.com

INDUSTRY EXPERIENCE

Demonstrated experience as Projects Director in diverse developments such as mixed-use scheme, 5-stars Hotels, High rise residential buildings, Destination shopping malls, Villas communities, Hospitals and Industrial Projects.

Managing Projects at 5 main destinations in the Middle East; Saudi Arabia, United Arab of Emirates, Sultanate of Oman, Qatar and Egypt

EMPLOYMENT HISTORY

Distance Studio International “Consultant / PMC” Abu Dhabi, UAE

Jan 2020 – present

Chief Projects Officer reporting to CEO

Projects:

- Abu Dhabi Sports Club
- Maryah Hotel
- Rabiet Makkah
- CP2 mixed use Project
- Al Khobar View
- Taiba Residential Complex
- Al Rayah Hotel
- Shas Al Riyadh Residential
- Dar Al Wassel Residence

Responsibilities:

Total Responsibility for the overall performance of DSC in the provision of pre- and post-Contract Services including design, projects control, contracts management and successful Projects Delivery, Implement the methodology and know-how of Project Management / Construction Management on the entire portfolio.

Managing Projects at 5 main destinations in the Middle East; Saudi Arabia, United Arab of Emirates, Sultanate of Oman, Qatar and Egypt

Eshraq Properties “Developer” Abu Dhabi, UAE

Jan’ 2017 – Dec 2019

Head of Development Projects reporting to CEO

Projects:

- The Gateway Project Mixed Use Dev. (Residential, Villas & Retail - 80,000 sqm & AED 400 M)
- Marina Rise (6 Plots Residential high rise buildings from 25 floor to 45 floor - AED 1.2 Billion)
- Jumeirah Village (6 Plots Residential buildings from 12 floor to 17 floor - AED 600 M)

Responsibilities:

- Oversee all project management and technical aspects of the firm’s projects.
- Communicate and work with all design consultants, PMC’s, contractors, stakeholders, financial contributors, authorities, etc. as required by the project. Manage the projects team including architects, engineers, workplace consultants, construction managers and administrative support.
- Prepare RFPs for technical and specialized disciplines.
- Conduct technical review through the development cycle (Area analysis, Development Concept, Urban design guidelines, Buildings’ design standards, Developmental Diagrams, Parcels guidelines, Public Realm plan and utilities improvement.
- Manage the design from schematic stage to tender documentation with technical and value engineering recommendations.
- Monitoring adherence the design to cost plan providing monthly cost forecast and cash flow requirements.
- Coordinate with local authorities to obtain permits on timely manner.

- Develop and oversee the implementation of department policies, procedures and controls covering the Projects.
- Manage the projects' construction budget and schedule.
- Lead the management of procurement strategies to meet present and future materials.
- Manage the tendering and bid package preparation and proposing packaging strategy.
- Prequalify and appoint Contractors, Consultants / Master planners and Project management Consultants.
- Monitor and manage risks that may affect costs and schedule recommending mitigation measures with monitoring and control the probability and impact.
- Maintaining efficient and professional Project Control System. Manage safety and security requirements.
- Provide guidance and leadership to all section employees to ensure effective and efficient flow of work.
- Monitor and approve progress payments to contractors and Consultants.

International Capital Trading “Developer” Abu Dhabi, UAE Jan’ 2014 – Dec’ 2016
Projects Director reporting to Executive Director

Projects:

- ALMANHAL Mixed Use Dev. 664,457 sq.m land area (Residential, Villas, offices, Hotel and retail - AED 13 Billion)
- LU’LUAT ALRAHA mixed use dev. 252,751 sqm land area; (Residential, Villas, offices, Hotel and retail - AED 5.7 Billion)
- UNITED SQUARE Project 98,000 sq.m BUA (High Rise Residential building, offices and retail, three towers G +20 with common Podium and three basements - AED 399 M)

Responsibilities:

- Ditto

Faithful & Gould “PMC” Abu Dhabi, UAE Mar’ 2012 – Dec’ 2013
Senior Project Director reporting to Operations Manager

Projects:

- Extension **Marina Mall Abu Dhabi** 4.5 million sq.ft BUA, including **ROTANA ARJAAN** Hotel - AED 1.8 Billion budget.

Responsibilities:

- Liaising with the Client and managing the consultants, main contractors, all subcontractors.
- Manage the design and Tender stages.
- Conduct site design, technical, progress and commissioning meetings.
- Conduct inspections on site and ensure that construction is in accordance with the design and specifications. Review, control and approve the Civil/MEP contractors work procedures and method statements.
- Check and assist with approving payment certificates, variations and EOT claims. Manage all project correspondence and contracts administration.

Abu Dhabi Capital Group “Developer”, UAE Sep’ 2008 – Feb’ 2012
Senior Projects Manager reporting to COO

Projects:

- Land Mark Shining Towers (AED 640 M)
- Majestic Tower (RQ 280 M)

- Mussala Al Eid Tower AED 230M
- SARAYA Tower “45 floors”, AED 200M
- Al Ryam Island mixed use Dev
- HH Shaikha Fatma Mosque

Responsibilities:

- Creates and executes project work plans and revise as appropriate to meet changing needs and requirements
- Identifies resources needed and assigns individual responsibilities.
- Manages day-to-day operational aspects of a project scope and reviews deliverables prepared by team before passing to client. Effectively applies client's methodology, enforces project standards and Prepares for engagement reviews and quality assurance procedures.
- Minimizes the exposures and risk on project and Ensures project documents are complete, current, and stored appropriately. Identifies priorities and tasks, and develops the organization structure to assure execution of tasks, by providing clear direction on methods, time frame and schedule to achieve the stated goals.
- Attends Executive meetings and progress meetings and Assure project legal documents are completed and signed.
- Monitor performance to assure successful delivery of the Key Performance Indicators and client contractual requirements during tender stage.
- Monitor and manage any potential variation to the Design/Supervision Consultant and Contractor's scope of work that may generate cost or time impact and present the Project Management's assessment.
- Advise the Client of any foreseen slippage of Progress and propose corrective actions. Review weekly and monthly reports as presented by Design/Supervision Consultant(s) and Contractor.
- Coordinate with Design Manager during the detailed Design stage of the Project to ensure Design Compliance with Client requirement avoid any cost impact and ensure Design deliverables are submitted by the Design Consultant in a timely manner and as per project progress milestones.
- Lead multi-disciplinary and multi-culture project teams in the planning, implementation and delivery of projects of medium to high capital value, complexity of risk profile to meet defines time, cost and quality standards.

ProgerSpA, “PMC”UAE
Senior Projects Manager reporting to GM

Jan' 2007 – Sep' 2008

Projects:

Aljazeera Towers 25 floor, AED 300M, Al Yaqut Tower 23 floor, AED 260M
 Extension of **SHERATON** Hotel in Jumierah 224 key (from A to Z)
SHERATON Hotel in Al Ain (from A to Z)
ROCCO FORTE Hotel Abu Dhabi 305 key(from A to Z)

Responsibilities:

- Liaising with the Client and managing the consultants, main contractors, all subcontractors.
- Manage the design and Tender stages.
- Conduct site design, technical, progress and commissioning meetings.
- Conduct inspections on site and ensure that construction is in accordance with the design and specifications. Review, control and approve the Civil/MEP contractors work procedures and method statements.
- Check and assist with approving payment certificates, variations and EOT claims. Manage all project correspondence and contracts administration.
- Attend executive meeting with clients

Bovis Lend Lease “PMC”, UAE
Senior Project Manager reporting to Project Director

Sep’ 2005 – Jan’ 2007

Projects:

- Mixed Use Marina Square development (12 high rise residential towers up to 50 floors) and associated infrastructure - AED 5.5 Billion

Turner Construction International “PMC”, Cairo / Egypt
Projects Coordinator reporting to Country Manager

Jan’ 2000 – Sep’ 2005

Projects:

- **HILTON** Dream Land Hotel 175 key
- Royal City Project “900 villas community with associated infrastructure”
- Muharram Bek Development

Jounno&Paraskivadis J&P “Construction”, Sharm / Egypt
Senior Control Manager reporting to Project Director

Jun’1998 – Jan’ 2000

Projects: 5-Stars **FOUR SEASONS** Resort at Sharm Elsheikh

Kajima Corporation “Construction”, Hurgada / Egypt
Senior Planning Manager reporting to Project Director

Oct’1996 – Jun’ 1998

Projects: 5-Stars **SHERATON** Hotel “Soma Bay” 350 key & **ROBINSON** Club Resort at Hurgada

Gehar for Trading & Contracting “Construction”, KSA
Construction Manager reporting to Project Manager

Jan’1994 – Sept’ 1996

Projects: Alazizia Shopping Mall 1.5 million sq.ft BUA& Medical Center

Al Mahmoudia General Contracting “Construction”, Egypt
Project Manager reporting to Project Director

Mar’1992 – Jan’ 1994

Projects: Residential Buildings / Industrial Projects (Four mega Factories)

ABB Susa / Sadelmi “Construction”, Egypt
Construction Manager reporting to Project Manager

Jan’1990 – Feb’1992

Projects: Power Pump Station

Dragadous “Construction”, Egypt
Senior Project Engineer reporting to CM

Jun’1986 – Dec’ 1989

Projects: Emergency Hospital 350 bed